



Art director

hello,

I'm Francceley, an Art Director working across fashion, branding and culture. My work lives in the space where storytelling becomes form — where identity, place and emotion meet. I build visual worlds for brands and editorial projects, treating each one as a small universe with its own gravity.

FRANCCELEY IBARRA

Work Experience

FUNDACIÓN CAPITAL 2024
— Visual Design and Communications Specialist
Design visual strategies to strengthen brand identity, tell meaningful stories, and support inclusive initiatives in Latin America.

ALXEDO 2023-2024
— Marketing Lead and Graphic Design
Lead campaigns using market insights to boost brand identity and visual impact.

EXCHANGE YEAR 2022-2023
— France/ Montpellier
Spent a year in France learning French and immersing in the local culture.

L.E.S. 2019-2021
— Marketing Lead
Develop social media calendars, analyze performance, and lead content creation across formats.

T.A.V.I. 2018-2019
— Design Internship
Web page design, and promotional videos for an NGO.

Education

ESDESIGN BARCELONA 2024
— Master in Art Direction

U.A.M. 2015 - 2019
— Specialization/ Graphic Design

U.A.M. 2019 - 2020
— Degree/Social Communication

Skills

Adobe Creative Suite

Photography direction

Time management

Project Management

Visual storytelling

Branding

Design Thinking

Languages

English ●●●●●

Spanish ●●●●●

French ●●●○○

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